



Faster. Friendlier. Easier.

Step-by-step, agency-by-agency, progress is underway...

Agencies are already taking action on Governor Perdue's challenge to create a culture of service in State Government through customer-centered processes and personnel. Led by their CS Champions, agencies are focusing their efforts on key attributes of state employees who serve "the Georgia way": *Courteous, Helpful, Accessible, Responsive, and Knowledgeable.*

Agencies are streamlining processes, improving access through online services, and measuring satisfaction. What follows are several examples of work underway.

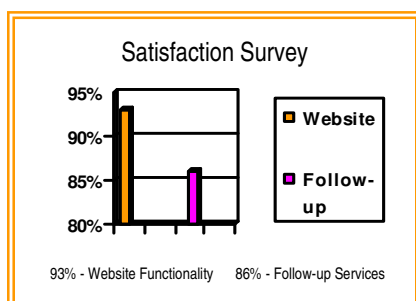
The Pardons and Paroles Board makes decisions which impact not only those in the prison system who do the crime and the time, but also victims of their crimes.

Victims, too, have rights in the justice system, and that makes them one of the Board's most important customer groups.

Victims have the right to present their views about the crime and the criminal and to know what the Board is doing on the case and any plans for parole.

The Board's Victim Services web page received over 33,300 hits from crime victims last year – but the agency wanted to know if high use translated to high satisfaction.

A survey was created to establish a benchmark for evaluating satisfaction with the website and with personal follow-up services. Executive Assistant James Rawls and Director of Victim Services Shalandra Robertson surveyed 300 individuals who used the website in the past 12 months.



Future actions will include a survey focused on service providers and on telephone assistance.

"Governor Perdue's commitment to quality service for the citizens of the State is unprecedented," said Chairman Milton E. Nix, who attended the Customer Service Summit. "We are looking forward to achieving excellence in the customer service area."



Listening to victims is the work of Pardons & Paroles staff Shalandra Robertson and Jeff Lacks. National Crime Victims Week is April 23-29.

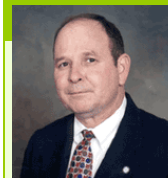
The Board of Medical State Examiners has designed several methods for raising awareness among both employees and customers of their "customer-centric" approach: a system of service metrics, a survey tool to measure customer satisfaction, and a note card to customers, inserted in all correspondence, to raise customer expectation. In anticipation of increased customer contact, a new e-mail account has been activated: csbmecustomerservice@dch.state.ga.us.

Banking and Finance is using automation to make great improvements in formerly paper-based systems, particularly related to mortgage applications and renewals. Online processes and a fingerprint scanner have decreased approval time for a new applicant by an average of four weeks. In addition, the applicant is able to review, online, the progress on the processing of his/her application.

The Georgia Forestry Commission is also speeding up the process for landowners who are certified burners to get a permit online and allowing GFC's automated system to start issuing permits earlier in the morning.

Also, stakeholder feedback will be solicited through an aggressive round of meetings to be held across the state this spring and summer.

CHANGE AGENTS & AGENCIES



GBI: A Bureau, not a Bureaucracy

Can a no-nonsense law enforcement operation be a customer-sensitive kind of agency?

GBI Director Vernon Keenan insists on it. He considers customer service as fundamental to the bureau's professionalism as its high standards for rigorous training and dedication to duty.

"We view the Governor's customer initiative as formalizing a process that we've been doing informally for years," Keenan said, and welcomes the opportunity to join ranks officially with other agencies involved in the statewide improvement effort.

"If you're not constantly looking for ways to improve, you're going to fall behind in effectiveness."

After 30 years in the bureau, serving at every rank in the field and central command, Keenan came to the chief's office in 2003 with "on-the-ground" understanding of the many faces and needs of GBI's customer base.

For starters, that encompasses about 1,300 law enforcement and criminal justice entities statewide.

"Being the sole-provider of criminal history records and forensic services means law enforcement agencies have to rely on us, or they aren't able to do their jobs," Keenan said.

There is another face to the GBI "customer," who is unseen but not forgotten, Keenan said. In the shadow of every crime investigation, every forensics test, every criminal records search, is a victim, a family, even someone wrongly accused, who is also

See Page 2

Flip Chart Philosophy

What's the real meaning of Faster, Friendlier, Easier?

The assignment for Champions in their March 1 meeting was to define the qualities of customer service that back up the mantra of *Faster, Friendlier, Easier*. Three breakout groups filled flipcharts with concepts and key words they attach to each term. Here is a sample of the ideas that emerged:



FASTER

- ✓ Active-Accurate listening/answering
- ✓ Remove unknowns – timeframe for response
- ✓ FAQs – have referral information ready
- ✓ Get them to the right person
- ✓ Stop guarding turf & assist
- ✓ Under promise – over deliver



FRIENDLIER

- ✓ Helpful, responsive
- ✓ Positive attitude
- ✓ Courteous, respectful
- ✓ Encouraging
- ✓ Professional
- ✓ Interested, understanding
- ✓ Let customer know what happens after the call
- ✓ A Smile on your face and in your voice
- ✓ Saying name, agency, clearly slowly



Champions (above) define key terms. (Left): Merit System Champion Jim Wood with Nate and Terry Newsom.



EASIER

- ✓ Cross-trained staff
- ✓ Web-enhanced applications
- ✓ Facilities/physical plants – signage, easier access
- ✓ Phone – easier to get through/ not getting caught in voicemail
- ✓ “Warm” transfers
- ✓ Customer knows clearly what we do
- ✓ Access to an informed human being
- ✓ Make financial transactions easier

Seeking common principles for different service missions...

A Champions team is now framing a common set of principles and standards to define customer service behaviors expected of State employees, whatever agency they serve.

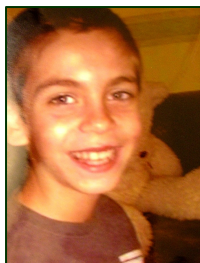
The goal is to guide employee behavior and encourage exemplary customer service through principles easily understood by employees at all levels. The Team will report April 11.

Here are the members of the Team:

Steve Fanczi, Administrative Services, Lead
Paul Burkhalter, Natural Resources
Marcia Clark, Jekyll Island Authority
Eric Garvey, Jekyll Island Authority
Bill Kissel, Human Resources
Greg Mason, Environmental Facilities Authority
David McCleskey, Teachers Retirement System
Tom O'Rourke, Juvenile Justice

Kay Robinson, Governor's Office
Shawn Whitney, GA Technology Authority
Stacey Wiggins, GA Public Broadcasting

What does customer service *really* mean?



To Alex, 10-year-old Ukraine boy, it meant coming “home” at last to a new Mom and Dad waiting in America. Jackie Jaymes of the GBI's Applicant Unit shortened that wait considerably for Alex and his adoptive parents, Cynthia Reynolds and Randy Smith, by personally speeding GCIC fingerprint clearance for the couple. Special assistance is not unusual for Jaymes, her colleagues say, but this time she had a rare opportunity to hear about the outcome -- in a letter from Ms. Reynolds. Here are a few lines:

“Having heard the stories of families who have waited interminable lengths of time for their clearance to be processed, we were surprised and delighted to receive approval so quickly. When we began the adoption process, I dreaded the paperwork. However, it has actually turned out to be easy, due to the excellent work of people such as you.”

A picture of Alex in America -- all smiles -- was attached to the letter.

GBI...From Page One

counting on the GBI to deliver critical information with timeliness and accuracy. Remembering the people involved keeps the GBI centered on responsiveness.

Keenan believes that the bureau should fight bureaucracy so their customers won't have to. That means continually improving business operations for both the criminal justice system and the public, such as fingerprint processing for adoptive parents and records requests by citizens.

In its citizen services, GBI has instituted measures to ensure no-hassle handling of open records requests, communications free of government-speak, and a voice-mail system outside-tested for user-ease. The same applies to services within the criminal justice system; for example, information bulletins written by technical experts are reviewed by a reader who is not a subject matter expert, before they go to officers in the field.

The agency has a lot of practice with change, ranging from its current work in overhauling the Criminal Justice Information System to improve access and accuracy for law enforcement users, to recently adding an e-mail center for open records requests by citizens, to expanding public business hours from 7 a.m. to 5 p.m.

Communicating the “customer culture” throughout the ranks is a challenge – the GBI has nearly 900 employees across the state in its headquarters, 7 regional crime labs, 15 field offices, and 3 drug enforcement units.

Keenan said the key is diligent reinforcement by recognition. Individuals commended and complimented receive a personal letter as well as kudos in their personnel files. By the same token, less than acceptable service is reprimanded and corrected.

“They know we take this very seriously,” Keenan said.

FASTER. FRIENDLIER. EASIER.

**GEORGIA WILL HAVE
THE BEST CUSTOMER
SERVICE OF ANY STATE IN
THE NATION**

For more information contact

Jeri Cloud • 404.463.5914

See our website @ Team.Georgia.gov

Governor's Office of Customer Service